

Attorney Docket No.: B01.002


Substitute for form 1449A/PTC INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Complete if Known	
				Application Number	09/845,051
				Filing Date	04/27/01
				First Named Inventor	KEIL et al.
				Group Art Unit	Not yet assigned
				Examiner Name	
Sheet	1	of	5	Attorney Docket Number	B01.002

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	²
DL	A	"The ACA/HB Module for Hierarchical Bayes Estimation", <i>Sawtooth Software, Inc.</i> (August, 1999)	
	B	Magidson, Jay, and Vermunt, Jeroen K., "Latent Class Models"	
	C	"The CBC Latent Class Technical Paper", <i>Copyright 2000, Sawtooth Software, Inc.</i>	
	D	Acatech, "Adaptive Conjoint Analysis" (Version 4), <i>Copyright Sawtooth Software, Inc. (April 1993)</i>	
	E	McCullough, Dick, "Trade-off Analysis": <i>A Survey of Commercially Available Techniques</i>	
	F	Srinivasan, V. and Su Park, Chan "Surprising Robustness of the Self-Explicated Approach to Customer Preference Structure Measurement," <i>Journal of Marketing Research</i> , Vol. XXXIV (May 1997), 286-291	
	G	Wittink, Dick R. and Keil, Sev K. "Continuous Conjoint Analysis"	
	H	Huber, Joel, "What We Have Learned from 20 Years of Conjoint Research": <i>When to use Self-Explicated, Graded Pairs, Full Profiles or Choice Experiments</i>	
	I	2001 Conference Presentations Set (Spring 2001), <i>Sawtooth Solutions</i>	

Examiner Signature		Date Considered	09/13/04
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²Applicant is to place a check mark here if English language Translation is attached.

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DL	J	Orme, Bryan "Helping Managers Understand the Value of Conjoint", <i>Copyright, Sawtooth Software, 1996</i>	
	K	Pinnell, Jon and Olsen, Pam "Using Choice-Based Conjoint To Assess Brand Strength and Price Sensitivity", <i>Copyright 1996, Sawtooth Software</i>	
	L	Pinnell, Jon (1994) "Multistage Conjoint Methods to Measure Price Sensitivity"	
	M	Dawson, Neal V. (91-94) "A Model of Patients' Preferences in Serious Illness", http://www.ahcpr.gov/clinic/medteprp/list8.htm , (Download date 3/30/01)	
	N	Marketswitch: "Our Industry", http://www.marketswitch.com/products/industry.html , (Download date 3/26/01)	
	O	Kanninen, Barbara, K. (1/1/00 - 6/30/02) "Optimal Experimental Design for Nonmarket Choice Experiments", http://www.es.epa.gov/ncerqa_abstracts/grants/99/dec1/kanninen.html , (Download dated 4/11/01)	
	P	Rollins, Kimberly and Beckett, Alexandra, "Using a Random Utility Model to Measure Willingness to Pay for Public Attributes of Green Goods: Implications for Market Provision of Environmental Quality", <i>International Institute of Fisheries Economics and Trade, Microbehavior and Macroresults IIFET 2000</i> , http://www.orst.edu/Dept/IIFET/2000/abstracts/rollins.html (Download date 4/11/01)	
	Q	Ardila, Sergio, Quiroga, Ricardo and Vaughan, William J. (12/98, ENV-126, E) Publications "A Review of the Use of Contingent Valuation Methods in Project Analysis at the Inter-American Development Bank", http://www.iadb.org/sds/publication/publication_178_e.htm (Download date 4/11/01)	
	R	Understanding Market Segmentation, <i>Technical Paper From DDS Research</i> , http://www.dssearch.com/marketsegment/Library/Segment/understanding.asp	

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Sheet	3	of	5		

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DC	S	Tyner, Mary Jane and Weiner, Jonathan – MACRO – “Optimal Pricing Strategies Through Conjoint Analysis”, http://www.macroinc.com/html/art/s_opt.html (Download date 4/10/01)			
	T	“Customer Targeting Models”, <i>Opti-Market Consulting</i> , http://www.opti-market.com/targeting.htm (Download date 4/10/01)			
	U	Johnson, Chad, Methodologies and Capabilities: “Market simulation software becomes smarter all the time”, <i>Answers Research, Inc.</i> , http://www.answersresearch.com/methodologies/article5.html (Download date 4/10/01)			
	V	Market Research Application Example, “Conjoint Analysis: <i>The Pressure</i> ”, <i>Statistics & Operations Research</i> , http://www.sas.com/rnd/app/da/market/mraexsim.html (Download date 4/10/01)			
	W	“Research Triangle Institute: Conjoint Analysis Software Tools”, http://www.rti.org/difference/conjoint_tools.cfm (Download date 4/10/01)			
	X	Decision Support Inc., A Full Service Market Research & Consulting Firm, “Services Offered” http://www.decisionsupportinc.com/services.html (Download date 4/10/01)			
	Y	Landsend.com, “My Personal Shopper: Like having a personal wardrobe” http://www.landsend.com/vpsEntry.cgi?mode=GRAPHIC&refer=c.../&sid=098702323344 (Download date 4/11/01)			
	Z	Direct1.com “About Direct1” http://www.direct1.com/company/whatdowedo.html (Download date 4/3/01)			
	AA	Discretechoice.com “White Papers: Sample Discrete Choice Analysis”, http://www.discretechoice.com/analysis.html (Download date 1/2/01)			


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DL	BB	Minetheme Knowledge Bank "Information: that Inspires", http://www.mindtheme.com/knowledge/trst.asp (Download date 4/10/01)	
DL	CC	Dominator 2000™ Market Simulation Model From DSS Research, "Dominator 2000™" http://www.dssresearch.com/library/Dominator/dominator.asp (Download date 4/10/01)	
DL	DD	Conjoint Analysis Tools, http://www.whitehorse.com.au/~prosoft/statist.htm (Download date 2/14/01)	
DL	EE	Johnson, Richard. M., Sawtooth Technologies: "Trade-Off Analysis of Consumer Values" reprinted from <i>Journal of Marketing Research</i> , published by the American Marketing Association, Vol. 11 (May 1974), pp. 121-127, http://www.sawtooth.com/news/library/articles/johnson.htm (Download date 2/14/01)	
DL	FF	McCullough, Dick "The Cake Method: A Proprietary Hybrid Conjoint Approach", Macro Consulting, Inc., http://www.macroinc.com/html/art/s_cak.html (Download date 12/6/00)	
DL	GG	ACA, "Adaptive Conjoint Analysis", http://www.sawtoothsoftware.com/ACA.htm (Download date 11/30/00)	
DL	HH	"Analysis: Conjoint Case Example From DSS Research – Marketing Research For...", http://www.dssresearch.com/conjoint/CaseExample/Analysis.asp (Download date 4/2/01)	
DL	II	A Review of Conjoint Analysis, Technical Paper from DSS Research: "Understanding Conjoint Analysis", http://www.dssresearch.com/conjoint/Library/Conjoint/conjoint.asp (Download date 4/2/01)	
DL	JJ	Novak, Tom "Online Exercises: Design Your Own Movie Theater Using Conjoint Analysis", Interactive Exercises, http://www2000.ogsm.vanderbilt.edu/novak/conjoint-Movies/ (Download date 4/11/01)	

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DL	KK	Mangen Research Associates, Inc., (1999) "Introduction to Conjoint Analysis", http://www.mrainc.com/conj_intro.html (Download date 2/14/01)	
DL	LL	Sawtooth Software, "Conjoint Analysis: ACA Description", http://www.sawtoothsoftware.com/aca.shtml (Download date 2/14/01)	
DL	MM	Mangen Research Associates, Inc. (1999) "Correlation of Estimates – Conjoint Analysis", http://www.mrainc.com/estimate_conj.html (Download date 1/2/01)	
DL	NN	Online Insight – Thanks for your time, file:///D:/StartHere.html (Download date 12/18/00)	

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